## ir Keith Joseph denies bid for Tory zadership as critics mount attack

Keith Joseph denied yester－among＂socio－economic classes．The speech，which called for the that his major speech in ningham on Saturday had ership of the Conservative y．Such speculation was
ish，he said．
Keith＇s comments on birth Keith＇s comments on birth
rol and its application
four and five＂have sparked a＂remoralization＂of Britain， it hostile．He admitted yester－ day that he had been naive and speech to the subject：he had said nothing new，however，he claimed．
has been widely interpreted however，as an attempt to swing the party to the nght（Our Poli－
tical Correspondent writes）．It has been praised by severa backbench Tory MPs．

## peech seen as attempt to swing party to right




Pre－election
claim for claim for 107pc may

## $\mathfrak{c}$

Investment bank to aid companies needs at least $\mathbf{£ 1 , 0 0 0} \mathbf{m}$ ＇as a starter＇，Mr Lever says

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| Mr Wilson acts to aid Concorde |  |
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| By David Leith |  |
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## （1）Dowell＇s

When one of the family reaches 20,000 it calls for a celebration
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five conseculive Fridays．Earh one promises to te an mportani occasion for collectors，connoisseurs and treasure hanter
to Dowell s ．

 conmode and
Germao dolls，




Fridav，
Sth November
Ceramies and Glass includinga 92 piece
Chincese armonial dinner service and a 58 piece Chinoso inner service．

Friday，Antique and Modern Silser，Plate and
Caralogues 200 inc．postage．Thewing ？days prior to sale．

Heseltine calls for facts Paris Minister and HS146 decision




Swiss reject proposal to expel foreigners


The rest of the news

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Hashington ：New grain deal
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| Vermont＇s autumnal glory 6 |

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HOME NEWS

## Small parties to make

 joint approach on parliamentary changesE.E.colity gmin






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Ford offer may carry the seeds of discontent
 Members of the Pickwick Society setting out from the Stone and Faggot public hour
Yeldham, Essex, yesterday for a drive to Clare, Suffolk, to raise money for charity.
Mr Wilson urged to act on Glasgow strikes

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| Glasgow <br> Mr Edward Taylor, Conserv tive MP for Glasgow, Cethcar ter asking him to intervene it the unon cal strikes which a gifecting Glasgow. <br> Hee said yesterday that the unless one lived on a housin untest, one live Castlemilk, withi his constituency the serious ness of the strife by Glasgo ness or trews could not be wboll eppreciated He has suggeste thet Mr Wilson shonld something "very quickly". <br> For the second consecmive day the city will he withice buses or undergronnd service today because of the strike b 3,000 transport workers, wbo ar demanding on immediat extra $£ 3$ on besic rates, a co |
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Litece


## Equal education for the sexes to be enforced


 prices drop almost a quarter





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Mr Powell blames 'pretence' for Ulster unrest

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600 Territorial soldiers pass a stiff 'call-up' test





## Weather forecast and recordings



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IOME NEWS

Joseph view of birth ontrol provokes ngry denunciations

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## SOMEONE NEEDS YOU

## and terrible housing conditions. Your helping

 of thervie: $\quad \begin{aligned} & \text { 76, acutely lonely and nervous. House is } \\ & \text { often locked up by landlord, leaving her }\end{aligned}$ 84. lives in appalling condirions: Outside tointer, house very dilapidatec. Active but Has to slecp, cook and eat in a room only
9it $x$ 12ft, to share a toilet with many other tenants. Recently had an operation difficult.
Honieless, and only able to find tempo-
rary accommodatio. 82. living on sufferance, in return for $\mathrm{A}_{\mathrm{n}}$ active 80 , hates the prospect of being " vegetable n in a geriatric centre.
p is in prnvide more flats where old peopie find al workers who have devoted their lives to ochers retire within their means.

- Day Centres. 100 , are needer to belp lonely old
ple.
Every $E 3$ you give provides $£ 60$-worth of sing. thanks to loans. 5150 rames a flat in memory
omeoneder ry day matters to old people in need. Please send Hon Treater
Hon. Treasurer, the RL, Hon Lord Maybran, King,
p the
A 2 AR.

Sir Keith calls for 'remoralization' and reassertion of civilized values


#### Abstract




Support for speech from backbench Tory MPs

'Naive mistake' to include birth control comments


## One airline flies747s direct to more US cities.



Theworld's mostexperienced airline


In Bond Street at 2 p.m. precisely
on February 9th 1798
Mr. Harry Phillips sold Marie Antoinette's
pictures in his first big sale since
starting as an auctioneer two
years previously.


In Bond Street at 2 p.m. precisely today, October 21st 1974, Mr. Christopher Weston, Chairman of Phillips will sell an important collection of 17th-20th Century pictures. This is the 20,000 th sale held by Phillips the Auction People.
$\stackrel{\dot{H O M E ~ N E W S}}{ }$
Big advance towards widespread use of battery－driven cars


Firework safety group predicts shop sales ban
 Oxfam doesn＇t like giving food to the hungry．



## 

The Duke of Edinburgh，who is visiting Canada and the United States，
went backstage in New York on Saturday to meet Carol Channing after her performance in＂Lorelei
Candidates battle against apathy in Vermont＇s autumnal glory

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## Mr Ford

 prepared to release any Nixon tapes
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grae tapes．
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the small group of reporters as
he flew bome trom an elecion



## Sugar price in balance at EEC talks




Grain deal gives a boost
to trade with Russia


VERSEAS

## Ir Rockefeller gives details of is $£ 10 \mathrm{~m}$ personal donations on thich tax exemption was claimed

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Anti-Thieu rallies spread in Vietnam



Chile confused over prisoner exchange
ath sentence killer of sident's wife
 iniry hioo and amonas.




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ar of confrontation over ick student protest


A tree named Charlie will recall the Prince's visit
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Putting 50 years on stage in perspective


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## Synergy is Sweet Cicely's secret




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Hisconsing to girls and





Muslims die Philippines






## Baluchistan rebellion 'crumbles'




SPORT

Gor

## Oosterhuis loses Miller at last hole




Motor racing

## race at grand prix meeting



Evans retires but wins
5,000 ce title


Olympic Games
Moscow give Americans
lesson in salesmanship


Team title goes to Irish after points are equal

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Ayton has to work hard to beat Corby in final

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## Football

Time to get Referee says Dempsey being sent back
 off when off is not on


Two matches that Robson may recall


Dream shot that

## thousands failed to see

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## Simple trap could have caught the eagle



## Weekend results and tables




## amaraan struggles rrough heavy round for victory

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Australia, as well as England, have their problems and Lillee's form is their biggest
Series may turn on one man's fitness
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Rugby Union
Tonga improve play under a Welshman's influence


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For the Record


THE TIMES MONDAY OCTOBER. 211974

## Appoiniments Vacant



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## CAREER CEANCE FOR SENOR EPPORT CLERK




ADMRNISTRATOR-E1,500


## PROGRESSIVE CLERRLS





PROJECT LEADER

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 COMPUTER STAFF
$\qquad$ SYSTEMS ANALYST NN
COMPUTER CENTRE



 SALES AND MARKETNG


 $\frac{\text { Apponthibnts }}{\text { University of Glasgow }}$




Girton College, Cambridge



## DAKS-Simpson

COMPANY SECRETARY





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pUBUXC AND EDUCATTONAL APPOINTMEATS
CENTRE FOR ENVIRONMENTAL STUDDES (a) wan pimning: We nare nwo possta to sul: (a) INFORMATION OFFICER



(b) ASSISTANT SECRETARY


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MAKE FULL USE OF THE TIMES


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THE ARTS
Comedy by G H Lewes




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## How much could your company save on soaring fuel costs？

Offices：better atmosphere aids comfort
by Richard Dorman Vencilaion means thar





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Do you know how much your company could save？It＇s certainly worth knowing． Is your insulation thick enough for the job？ Thick enough to ensure you get maximum savings on fuel costs？

Not just fodoy＇s．Tomorrow＇s too．Fuel prices have escoloted by over $24 \%$ so for this year． Whether you＇re thinking of plant or buildings，Fibreglass

insulation is the economic answer．
Fibreglass has a complete range of products． For the siructure（walls and roof），and pipes， boilers，tanks and ducts．Designed to give you economic insulation thickness．Your best protection ogoinst rising fuel costs． Find out more now．Contact us for a copy of our new folder of literature＂How Fibregloss Insulation can revolue your £．＂

Factories：eliminating internal pollution ，

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Let Fibreglass Insulation revalue your E ．

Insulation too often an afterthought


#### Abstract

  


Industry can benefit by controlled conditions


Look to coalit's here to stay.

In the light of the enormous growth in world energy demands. coal is likely to be as important energy demands. ion in ince as ever-if nore so.

It's estimated, for instance. that within a few years the United States will need to import half its entire output of Middle Eastern oil at present Which means oil is likely to become both scarcer and more expensive.

That's why planning Britain's future makes little sense without Some big plans ther

We, in Britain, have coal reserves to last 100 years or more. Ours is already the most modern More important still, we're implementing continuous programme of investment to increase cost-fficiency still further, as well as to maintain supplies you'll need in the future.

As part of this drive for cost efficiency the National Coal Board operates a free Technical you all the information you need on your heating prou al Adviceron whether to convert your existing equipment, whether to bring your presert equipment up to scratch, or whether to stay exactly as you are.
Just ring NCB Technical Service 01-235-2020, or get in touch with them through your local coal distributor.
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Ihat it was in industry that





Before you let the outside
inside your business, insist on Myson, the biggest name in heating, ventilating and air conditioning. We take the air and
heat it
cool it
filter it
clean it
condition it
direct it
and extract the rest
-with the sky the limit
to the amount we can handle.
Ring Myson Group Marketing at Ongar 2255 today and begin to breathe Myson easy.

## MYSON

Myson Group Marketing Ltd., Ongar,

## IT'S EASY TO MSTAII AIR CONDITIONIIG. YOU JUST SEND OFFTHS COUPON.

Previously, air conditioning used to create more headaches than it cured. You had all the problems of finance. dealing with various contractors, and keeping the thing running.

But with Servocool, you get a guaranteed air conditioning system, and none of the problems.

All you have to do is send off the coupon
below, tor a free illustrated fact-packed brochure.
If you like the unique deal were offering, we'll assess your particular problem and indicate possible solutions and likely costs.

Given the goahead, we'll provide a firm recommendation and quotation, and then install fitters will install the most suitable equipment with the minimum of fuss and disruption, often completing the job in less than a week

Weve designed our units to be simple to install and operate. Very little building work is needed)

We'll make sure everythings working, and then guarantee it for one year.

We'll arrange finance for you, or we'll produce a tailored leasing arrangement.

On top of all that, we'll regularly service and maintain your installation, all as part of the unique Servocool package deal.

All that for sending off a cqupon. And
as little as $£ 2$ per square foot.
GERVOGOOB Is air-conditioning made simple.


## One town, one chimney: can it happen here? <br>  <br>  <br> Mr Bruce Jackson, inventor of a heating system controlier, with one of his installationsis Fuel savings averaging 25 per cent have been recorded in gove as a result of fitting the controller on existing heating systems. <br> 





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IED makes betteruse ofenergy

## Steam has a place in big

 installations

## THE PUBLIC MORALITY

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## A LIFT FOR SOVIET-AMERICAN RELATIONS

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# LETTERS TO THE EDITOR 

Labour's policy for industry

Voting system changes




# THE TIMES BUSINESS NEWS 

Scottish site purchase by state steel puts private sector project in disarray

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## BSC delivery record hits exports

| - $\mathbf{y}$ Business News Staff Attempts hy the British Steel irporation to huild up sub- antial export business are eeting with difficulties cause of the corporation's The state stecel <br> The state steel undertaking's as are not heing belped by e stcady flow of labour dis. tres at major plants which, gether with production prob. ms and shortages of basic w materials, have prerented ic's outpur returning to last品's lerels. <br> are last veete engared in bis ssions with potential foreign urchasers during the annual so and Steel Institute in pears to have heen disFolnting. companies |
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Jommonwealth Investment lank scheme endorsed


Expansion in money supply less marked


Threshold pay
rise could mean
dearer bread

Lockheed's audit problems posing threat to Textron merger deal and TriStar finance From Frank Vogl
Washington, Oct


12,500 idle as disputes close two shipyards
 V

pany says 7,000 staff employees
will be progressively made idid
during the next few days. A dis ?


## Seven Hawker plants

 to hold HS 146 protest

## Will it be a good year?

## If you take out life assurance this

 year, the chances are yourre thinking abo 1994, or even fur her away in the future.But what if you need money sooner
han that? With assure yourself of security in is84 by taking out a Selected Period Investment Policy. Because you can write the maturity date on
the poicy after 10 years. Without losing capital, and with profit s. It's been imitated, but never beaten. It means that yourre in command, while make your premiums work for you. It gives you security and profits. When To: isconish Pmvident 6SLAndruw Square $=$


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## Management

## Flying high at a low cost and making a profit

| Mr Reg Pycroft appears to have avoided most of che mistakes which have beset other firms in the travel trade．In a year marked by the industry as one of．the worst financially on record，Jetsave，Mir Pyerofrs travel organizing company，has managed to more chan docble its operating profit． <br> At a cime when other travel organizers are only just manag． ing to scrape togecher minimum obligatory financial guarantees， Jessave is offering a separate eguarantee trust fund $\%$ to give total financial protection to passengers． This will <br> This will mean tying np re－ serves of hetween $\mathrm{E2m}$ and $E 3 \mathrm{Bm}$ ， compared with only Civil Aviation Authoricy bond－ ing scheme．Furchermare Jet－ save is prepared to operate its own protection scheme to over－ own protection cha meme to over－ euch time as its replacement is agreed． <br> Mr Pycroft cites specialisation as one of the main reasons for his success．Jetsave deals ex－ clusively in organizing booking charser flights through estab－ dished airlines．It owns $n 0$ dotels or aeroplanes． <br> Bookings are made through mal way．agenc in the nor－ <br> Most of Jetsave＇s compericors are，like Airfair，part of the ill－ ponents of vertically integrated organizations．They include such giants as Britisb Airways with Overseas Air Traxel，es well as Laker Airways with Laker ABC． Jetsave，however，was the first in the field and says that in is probably the largest in terms of Its programme was on sale wirh－ in bours of the government which eet up the advanced book－ ing charter scheme to replace the affinity group method of <br> There was，naturally，a lot of public interest in the facility wbicb brought some transataan． tic fares down to as little as $£ 45$ against $£ 100$ or more cbarged oo scheduled alr ser－ passeogers to be members of specific clubs or organizations and were subject to manch publi－ cized abuses． | As the first company actually to be able to sell this facility initial impetus and managed to make e gross operating profit of $£ 120,000$ in 1973，its first year of operation <br> Mr Pycroft，who had pre－ viously been dealing in the affinity gronp charter trade was well placed to take prompt ad set up linkss with Dan Air for travel to Toronto and Vancouver tionship with the airline． <br> America＇s Trans World Air－ lines agreed to take Jetsave ABC clients to New York and Los tination had to be abandoned in the first year because came too late． <br> In threading his way through the maze of international regula－ tions affecting airlines， Pycroft was aided by a career as an airline employee wich a as teaboy）． <br> He set up in husiness on his期 four years ago，when he ＂got fired one Sunday night＂ boss，with E1，000 capital and working from home．Dan Air that time and the close relation ship with that company dates from then <br> The operation was also aided by a＂very sympathetic bank＂， although it is Mr Pycrofte hoast in the red since it started＂． <br> An example kept very much in mind when setting up Jetsave Was that of supermarket operators．Mr Pycroft keeps to e limited product range and looks to high volume to balance the low margins on each trans－ <br> He also compares his function with that of a wbolesaler in a manufacturing industry． difference is that，unlike an ordinary wholesaler，Jetsave bas no costly invesment in storage facilites． <br> The real key to Jetsave corruol af costs．Mr Pycroft describes same former civals as ＂all brochures and razmatar＂ or as being＂利 up frore wich The company operates out of London－from Horley in Surrey | Mr Reg Pycroft ：set up business on his own four years ago when night ${ }^{\text {got．}}$ <br> －in a modern office block at rents of about $E 2$ per sq fit There ace only ebout 40 full－ turnover which this year is expected to total 54.7 mm （yield－ ing a gnoes operating profist of £400， 000 ）． <br> The higgest overhead is in financing and booking commis－ of courrse，are open to negotia tion and depend on the crading relationship with the ocganizer． As the Airfair collapse shone As the Airfair collapse showed prayment until after travel had been completed． <br> There are aiso elements of promotion and marketing ex penses wisich chock up abous E 100,000 a year．Staff，all of whom Mr Pycroft praises very highly，have a share of profies ＂really interested in seeing the company succeed ${ }^{2}$ ． <br> The rest of the profites are ploughed back into the business companies have difficulty in meeting existing targets，Mr <br> This year，for the first time， a＂pay over there＂scheme， United Kingdom－originating passengers can be paid for in relatives，is offered．Eventually the company is considering cans zo Britain． <br> Patricia Tisdall |
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## The Japanese way

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Germans open Welsh brake plant WWix

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Survey shows worsening outlook for builders

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New director at Rothmans International

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LETTERS TO THE EDITOR Irony of a paper shortage
and Post Office losses and Post Office losses

Subscription rates rise by the
British Standards Institution





BY THE FINANCIAL EDITOR

## Permutations to solve industry's cash needs




## A participation text for Mr Foot



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## Vicious spiral that could lead to default on payments



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## ANGLO-CONTINENTAL INVESTMENT

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FINANCIAL NEWS AND MARKET REPORTS

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## The Times



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## Price factor helps chipboard to weather economic storm

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## Capitalization \& week's change



(Current market price multiplied by the number of shares in issue for the stock quoted)





## Commercial and Industrial Property

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## $22,600_{\text {stri }}$

Air Conditioning
Carpeting
M 2 Automatic passenger Lifts
鹤Two $10 \times 50$
Switchboards installed


WIMBLEDON
HIGH STREET, S.W. 19
6 SHOPS (2 vacant) 4 FLATS (vacant) 3 OFFICE SUITES
( $2,800 \mathrm{sq}$. ft. vacont)
Existing rent roll $£ 10,600$ p.a.
Whet tarly reversions letting potential - SCOPF FOR REFUBBLSHNG/MPROVEmENT

FREEHOLD
11 PORCHESTER ROAD, W. 2

BISHOPS BRIDGE ROAD
SHOP, BASEMENT AND THREE UPPER FLOORS FULI VACANT POSSESSION


Portland Place, W.1.





FREE AND FULLY LICENSED HOTEL
WITH FIRE CERTIFICATE



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MOOR HOUSE, LONDON WALL, EG2
6,200
sq. ft.

## SINGLE

FLOOR

Lift
Central
Heating
4 garages and spaces
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21/23 New Fetter Lane EC4


Long-leasehold office building approx 69,885 sq.ft.vacant Possession

FOR SALE BY PRIVATE TREATY
Healey\& Baker Associated dffless in paris, Brussels a austerian

## Meridian House Greenwich



Approx.64,600. sq.ft. SELF CONTAINED. HEADQUARTERS OFFICE BUILDING.

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|  |  | GRADUATE SECRETARY FOR PERSONNEL <br> This lerge and diverse induslrial Group is seting up a new centrel personnel lunclion in its headquarters in The City．The Group Personnel fiviser is looking for e reasonably numerate graduate，who has ambilions to get on in the personnel iunction．to be his secrelary， ．personal assistant and help create line new depertmenl．Flexibility，resourcefulness end intelligence are more importanl than previous experience which would however be a help．2， Salary commensurate with abstily and experience， plus good benefits and condlions： <br> Furness Withy \＆Co．Ltd． 105 Fenchuch Strep．Lmoen EC si MH |  |
| TRAINE MANAGERS／PERSONNEL <br> £3，000 plus <br> Age 22－28，for permanent position．Excellent ceresr prospects．offaring basic salary of $\{1,800$ whilst training． Promolion on mbrit realısing ebove salary，Prbvious personnel exparience not necessary as full training given． JACKIE SAUNDERS 2783233 |  |  |  |  |


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| LINCOLN <br> house delightrulzy struated in MUCH SOUGHT－AFTER UP HILL RESIDENTIAL AREA NEAR CATHEDRAL <br> 3 bedrooms（ 2 double），beamed dining room，large lounge ；c．h．；numerous power points ；bachroom with w．c．，also separate w．c．；secluded walled summer house，car space，garage available． 5 MINS，SHOPS，SCHOOLS，SPORTS CLUBS，HOTELS AND CTIY CENTRE $£ 13,500$ O．N．O． <br> Tel．0522－22568 |
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| HENLEY－ON－THAMES <br> delightrul period house with adjoining cottage，beauiful garden．In cul－de－sac within walking distance of Phyllis Court and town centre． 3 recep．， 4 beds． （2 double）， 2 baths．，kitchen and otlity to main house；and 6 rooms in cottage．Full gas CFI． |
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THE TIMES MONDAY OCTOBER 211974


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 The Times Crossword Puzzle No 13,821





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